United Artists

Pressbook

3 Cols. x 141 Lines—423 Lines (30 Inches) Mat 303

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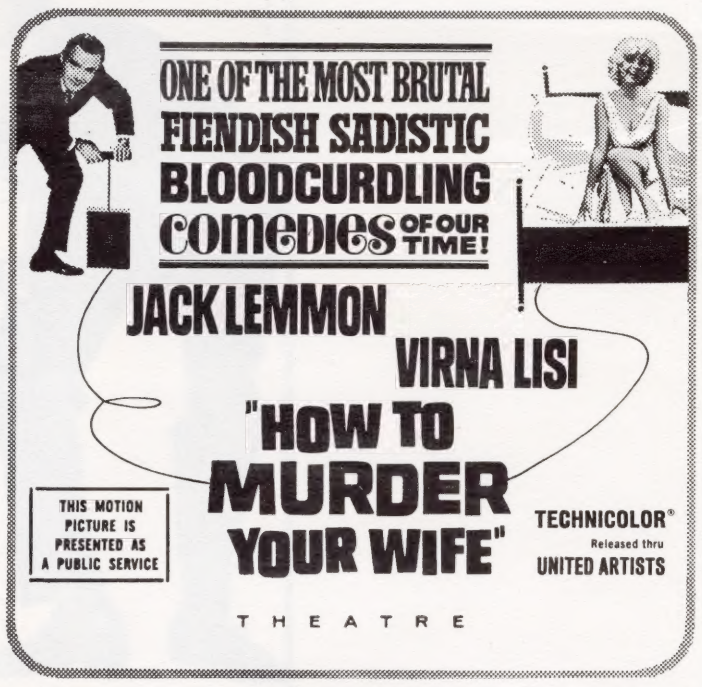

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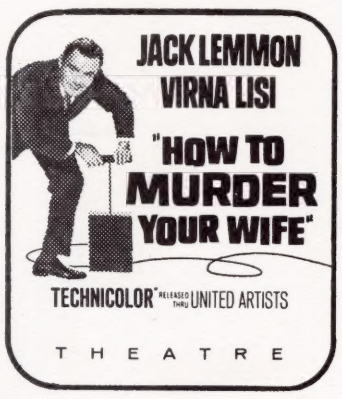

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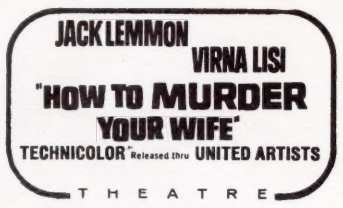

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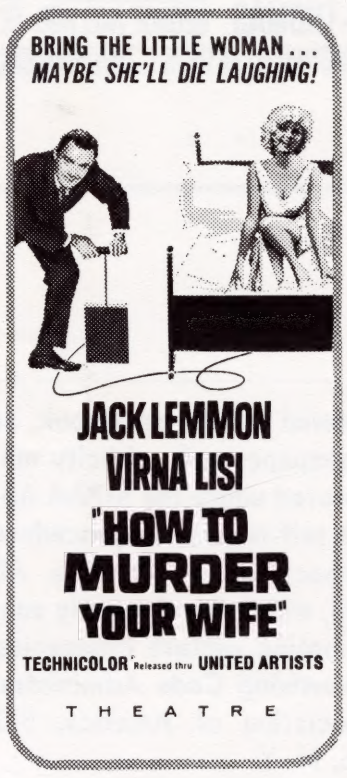

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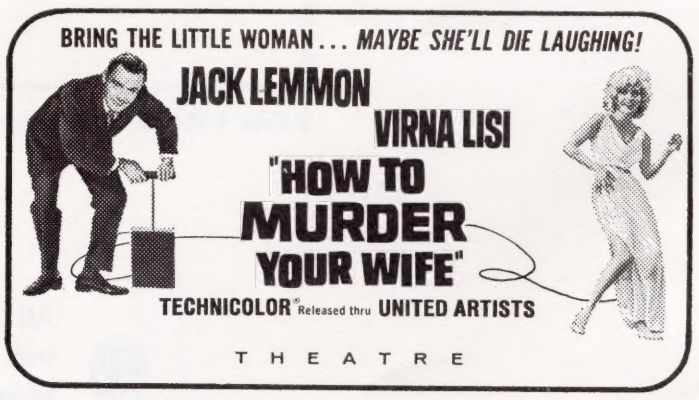

2 Cols. x 28 Lines—56 Lines (4 Inches)

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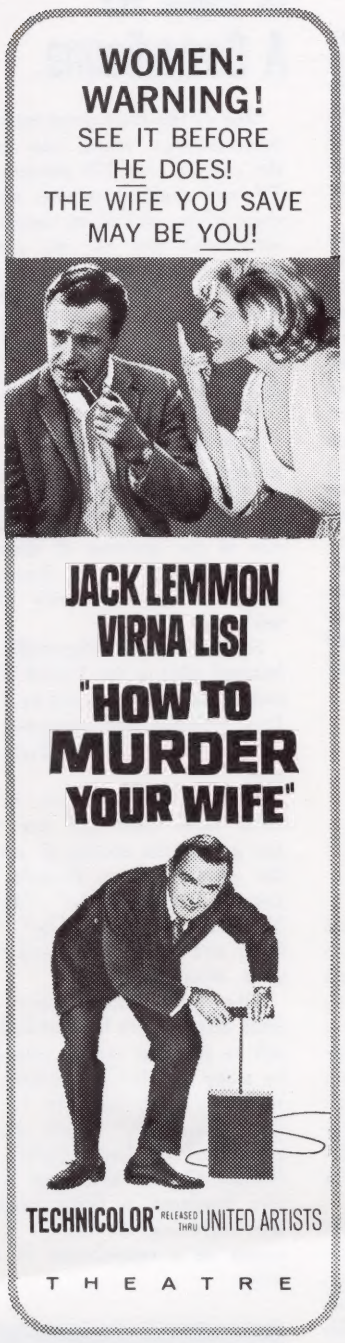
ADS 101, 102, 103, 201, 203
SCENES 1D and 2A



1 Col. x 98 Lines (7 Inches)
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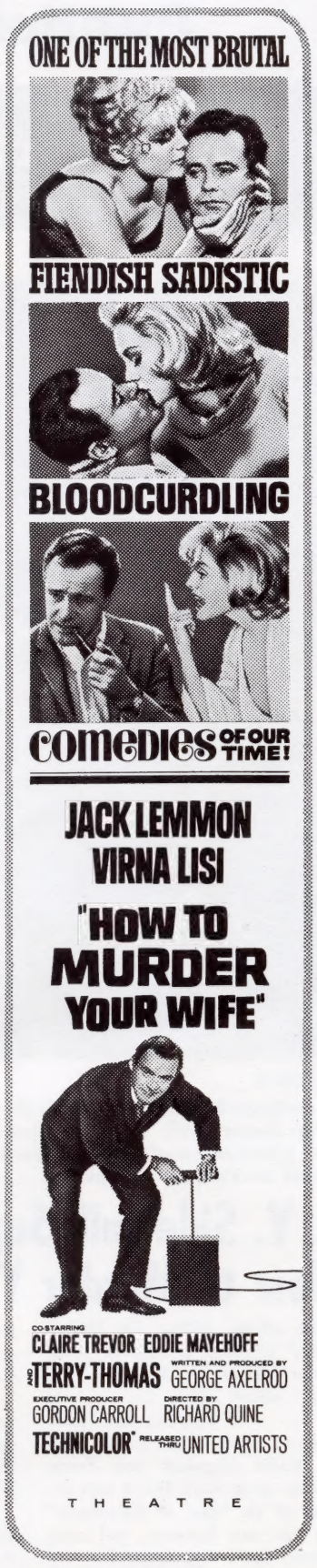

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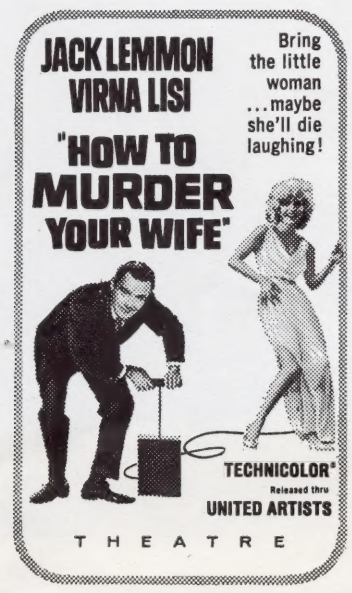

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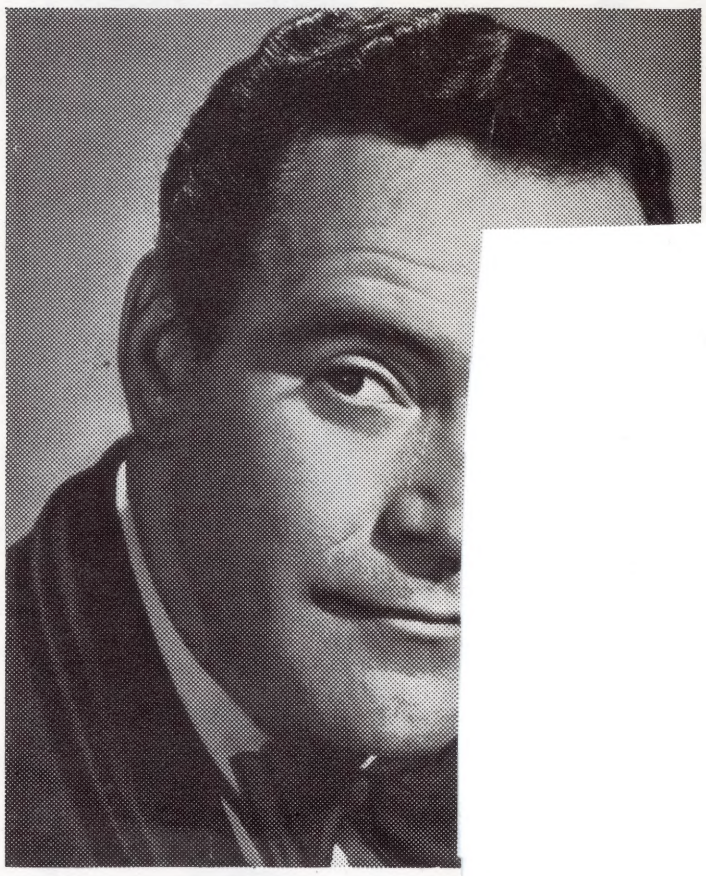
Publicity Material



Still MI-9

Unchallenged King of Comedy-Romance stellar honors with Italy's gorgeous Virna rod's hilarious spoof "How to Murder You release in Technicolor opening ..... a

N. Y. Sidewalk Super: 'How to Murder Your

The official billing for United Artists' hilarious comedy in Technicolor "How to Murder Your Wife," which opens ..... at the ..... Theatre, lists Jack Lemmon, Virna Lisi, Claire Trevor, Eddie Mayehoff and Terry-Thomas as its stars. But it says nothing of its "cast of thousands."

It has one, however, and most of them don't even know it!

Written by Author-Producer-Director George Axelrod, the action of the magnificent spoof, takes place in New York, particularly in the night club and off-theatrical zone of the city's sophisticated fifties, and thither went camera crews, technicians, players, producers, directors and all the rest, to take pictures which would be as authentic as it would be possible to get.

It so happens that one hilarious scene has to do with an enormous crane such as the ones used in the city to carry materials to the upper floors of building under construction, and it also happened that one of these behemoths was actually in action right in the zone. Better than that, the contractors were behind schedule and the machine was working nights in the light of several enormous spots and searchlights.

It was just what Director Richard Quine wanted and needed. So instead of rigging up a make-believe crane on a Hollywood lot, the action was built around the real thing and camera work began.

Well, if New York is more famous for anything other than its tall buildings, it's for the incurable addiction of its natives to constructic and Exec Carroll fig be many in the late apparently theatres o around ha

Everythi the theatr thousands tendents" poured into the area where the crane scenes for "How to Murder Your Wife" were grinding. So they remained, to cap off an evening's entertainment at the theatre with some nice extra-mural crane watching.

To this crowd was added the nightclub and night owl contingents who were just beginning to stir, and then word got out into the adjacent neighborhoods that they were making moving pictures in the fifties.

There were so many watchers that for a while it looked like production would have to stop. But then Director Quine had an idea. Why not include them in the picture? The script was a wild one anyway, the whole crane sequence was strictly off the top, and great crowds of startled onlookers were just what was needed!

So the gawkers gawked while the cameras rolled, and "How to Murder Your Wife" can in all truth, boast of a cast of thousands!

If that name Verna Lisi, who is co-starred with Jack Lemmon in "How to Murder Your Wife" stopped you, don't feel that you're not up on things. Verna is a gorgeous newcomer to American films.

'How to . . .' Lensed By Film Topper

Harry Stradling, one of Hollywood's most honored and decorated cinematographers, supervised the filming of George Axelrod's original screen hilarity "How to Murder Your Wife," Technicolor United Artists release opening ..... at the ..... Theatre.

Since much of the action was filmed at night in New York's night club zone, with thousands of onlookers who were incorporated into the action, Stradling's work on the picture is considered by many a new achievement in night photography. Jack Lemmon and Virna Lisi are co-starred in the film which was directed by Richard Quine with Gordon Carroll as executive producer.

Virna Lisi Makes Debut In 'How to Murder Your Wife'

Say "Virna Lisi" to the average European movie-goer and he's apt to throw his hat into the air and cheer wildly.

Say it to an American and he's apt to look at you blankly.

But there's a change being made.

Verna Lisi, although she has starred in 25 pictures in Europe during her seven-year reign as an accomplished and beautiful actress, makes her American debut at last — as co-star to the redoubtable Jack Lemmon himself — in the United Artists comedy release "How to Murder Your Wife," in Technicolor, opening ..... at the ..... Theatre!

—at least unknown to American audiences. So he packed off to Europe to look the crop over. He saw the gorgeous Virna in Paris, and it was Kismet — cinematic Kismet at least. So that's how she got into the cast of "How to Murder Your Wife."

For Virna this was her second almost accidental fortunate break. A native of Ancona on the Adriatic, she was attending business and technical college in Rome, when the great Italian film impressario Francesco Maselli happened to be there on one of his talent hunts. Maselli specialized in unknowns, particularly those who

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Blackmer Cast In Jack Lemmon 'Murder' Comedy

In case you've ever wondered what's become of Sidney Blackmer the film actor, we've got news for you.

He's still around—very much so we might add—and his latest appearance is in the forthcoming comedy hit "How to Murder Your Wife," which co-stars Jack Lemmon, Virna Lisi, Claire Trevor, Eddie Mayehoff and Terry-Thomas, and which opens ..... at the ..... Theatre. It's in Technicolor and it's a United Artists release.

Sidney's been a movie actor for more than a half century—for 55 years to be exact. He was a leading man of prominence in the movies and the stage during the 'twenties' and 'thirties,' and he holds a Donaldson and Antoinette Perry Award for his performance in "Come Back, Little Sheba" to prove that he was pretty good at it.

He's a judge in "How to Murder Your Wife," presiding over a trial in which Jack Lemmon is charged with actually having tried to take the film's title seriously.

The film was directed by Richard Quine and the story is an original from Author-Producer-Director George Axelrod. Gordon Carroll was executive producer and there's some original pop jazz in it written and conducted by Pop Jazzman Neal Hefti.

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He began his professional career in Nebraska at the age of 11 as trumpeter with the "Hefti Family Band," a popular aggregation in early Nebraska. He played the trumpet for the Omaha Symphony and while so engaged studied classical music. He came to New York in the 1940's and for twenty years had been arranging for some of the biggest name bands in the country. He also wrote considerable original music. He is married to pop singer Frances Wayne. They have an eleven year old son.

Claire Trevor Is Back As A Comedienne

One of the truly great names in entertainment which has graced the cast of over 150 pictures, 200 TV and radio programs, and 20 stage plays, and whose owner was considered one of the greatest dramatic actresses of her day, returns to the screen—in comedy for the first time—in the hilarious "How to Murder Your Wife," a George Axelrod original in Technicolor opening ..... at the ..... Theatre.

She's lovely Claire Trevor, still a beauty at 55, whose performance in "Key Largo" in 1948 won her an Oscar and is still considered one of the greatest of cinematic performances, and an Emmy for her work in television's "Dodsworth" in 1956.

She plays Eddie Mayehoff's hairbrained wife in the United Artists release, and is co-starred in it with Jack Lemmon, the newcomer Virna Lisi and funnyman Terry-Thomas.

Miss Trevor has been in pictures since 1933 and her name has graced the credits of some of the greatest. These include "Key Largo," "Stagecoach," "Murder My Sweet," "Crack-Up," "The High and the Mighty" and "Marjorie Morningstar."

Since her semi-retirement from films Miss Trevor has devoted herself to painting and is considered by many an excellent painter. Her return to films in "How to Murder Your Wife," which was directed by Richard Quine with Gordon Carroll acting as Executive Producer, is being hailed as the beginning for her of a new career as a comedienne in older roles.

Still MI-36 *Mat 1C*

Claire Trevor, once famous for her great dramatic performances, returns to the screen as a comedienne in hilarious "How to Murder Your Wife," Technicolor United Artists release co-starring Jack Lemmon and Virna Lisi, which opens ..... at the ..... Theatre.

Still MI-25 *Mat 2D*

Said to be one of the funniest court sequences ever filmed, Jack Lemmon cross-examines his lawyer Eddie Mayehoff in this scene from the hilarious "How to Murder Your Wife," George Axelrod original in Technicolor, opening ..... at the ..... Theatre. United Artists release was directed by Richard Quine.

Jack Lemmon Comedy Tells 'How to Murder Your Wife'

(General Production Story)

The motion picture camera has shown us how empires are created and crumble; how distant stars are reached and how the abysmal depths of oceans are plumbed.

Now it reaches its pinnacle by showing us — how to murder one's wife!

That's right; how to murder your wife!

It's all a great, big spoof of course, and it's great fun too, according to those who have already seen it. It's the new, rollicking, merry Jack Lemmon-Virna Lisi comedy co-starrer "How to Murder Your Wife," in Technicolor, which opens ..... at the ..... Theatre. The United Artists release also includes in its impressive cast Claire Trevor, Broadway Funnyman Eddie Mayehoff, and England's gift to the gaiety of nations, Terry-Thomas. It was written and produced by George Axelrod and directed by Richard Quine under the Executive Producership of Gordon Carroll.

With its outdoor scenes filmed almost entirely on location in the heart of glittering New York's nightlife center, "How to Murder Your Wife" brings Jack Lemmon back to movie audiences after a series of film triumphs which have made him the undisputed reigning comedy-romance champ of the world.

His role in "How to Murder Your Wife," that of an enormously wealthy newspaper comic strip artist who wants above all else to remain single, is said to fit him like the proverbial glove.

His leading lady, the green-eyed Virna Lisi, who upsets his plans by surprisingly waking up besides him one morning as his lawfully-wedded wife, has a wide reputation in Europe but makes her American debut in the present opus. A student in a technical college in her native Ancona, Italy, and without previous dramatic training, she proved a natural actress and an instant hit. Often a lucky chance in pictures.

Terry-Thomas, of course, needs no introduction to American students and lovers of high comedy. He became a star with Americans for his role in "It's a Mad, Mad, Mad, Mad World," but was previously seen—and impressed widely—in "I'm All Right, Jack" and "The Mouse on the Moon."

Another famed funnyman who is well-known to American audiences of radio, television, the stage and films, is, of course, veteran actor Eddie Mayehoff, who's Jack Lemmon's lawyer in "How to Murder Your Wife." Eddie has been the beloved of movie goers since his appearance in the Martin & Lewis comedies, and his TV show "The Adventures of Fenimore J. Mayehoff," is down in history as TV's first (and first successful) variety show.

For Richard Quine, who directed "How to Murder Your Wife," the film is his second association with Axelrod. He has been directing, and has had a hand in making pictures since his "Babes on Broadway," co-starring Judy Garland and Mickey Rooney, and his hits include such impressive contenders as "My Sister Eileen," "Command Decision," and "No Sad Songs for Me."

Comic Strippers Spoofed in Film

Some of our leading newspaper comic strip "secret agents" and their creators come in for a little spoofing in the George Axelrod original "How to Murder Your Wife," United Artists release in Technicolor opening ..... at the ..... Theatre.

Cast as the creator of Bash Brannigan comic strip character, Jack Lemmon plays the wealthy cartoonist who becomes emotionally involved with Virna Lisi through the machinations of his characters. Also in the cast are Claire Trevor, Eddie Mayehoff and Terry-Thomas. Richard Quine directed and Gordon Carroll was executive Producer.

Mayehoff Cast With Lemmon In Axelrod Comedy

Radio-screen-film-stage comedian Eddie Mayehoff is said to play one of the funniest roles in his long career as a comic in George Axelrod's hilarious screenplay "How to Murder Your Wife," opening ..... at the ..... Theatre. The United Artists release, in Technicolor stars Jack Lemmon, Virna Lisi, Claire Trevor and England's famed comic Terry-Thomas.

Eddie's career as an entertainer goes away back to the time when his father hired him as a shirt salesman and both father and son lost their shirts. He tried emceeing at nightclubs and was an immediate hit. He has been one ever since.

Eddie is perhaps best remembered for his TV show "The Adventures of Fenimore J. Mayehoff" which was the first comedy variety show ever put on TV. He is also fondly recalled for his roles with Bob Hope, Martin and Lewis, and other famed comedians. It was the Martin and Lewis comedies, by the way, which got him into pictures. He has also been seen widely in Broadway stage productions.

In "How to Murder Your Wife" Eddie plays Jack Lemmon's lawyer, and the latter really needs one after involving himself in a goofy plot which is said to be pure and authentic Jack Lemmon. Claire Trevor, screen great of an earlier era, plays Eddie's wife in the spoof.

"How to Murder Your Wife" was directed by Richard Quine and its executive producer was Gordon Carroll. Neal Hefti, well known to the pop jazz aficionadi, wrote and conducted its music, described as "clef hanging."

Still MI-37 *Mat 1B*

Eddie Mayehoff is Jack Lemmon's defense lawyer in hilarious "How to Murder Your Wife," United Artists release in Technicolor opening ..... at the ..... Theatre.

Hotel Starred In Film Comedy

A hotel under construction on New York's Avenue of the Americas at 54th Street plays a starring role in the George Axelrod original screen comedy "How to Murder Your Wife," Technicolor United Artists release opening ..... at the ..... Theatre.

Co-starred with the hotel, where much of the film's zany action takes place, are Jack Lemmon, Virna Lisi, Claire Trevor, Eddie Mayehoff and Terry Thomas. Richard Quine directed and Gordon Carroll was executive producer.

Still MI-32 *Mat 2B*

Italy's gorgeous film star Virna Lisi makes her American film debut opposite Jack Lemmon in the George Axelrod original "How to Murder Your Wife," hilarious spoof in Technicolor opening ..... at the ..... Theatre under United Artists release.

Comedian Jack Lemmon Gets New (And Sexy) Leading Lady

One of the notable tributes to the acting talents of Jack Lemmon is a simple listing of the accomplished and beautiful ladies of the screen who have played opposite him.

The list reads like the "Who's Who of Great Actresses" — Judy Holliday, Marge Champion, Betty Grable, Janet Leigh, Betty Garrett, June Allyson, Rita Hayworth, Kathy Grant, Kim Novak, Doris Day, Marilyn Monroe, Lee Remick, Shirley MacLaine, Carol Lynley and Romy Schneider.

And now comes an utter unknown (in America at least; she's famous in Europe) to join this august company. She's beautiful Virna Lisi, and she co-stars with him in United Artists' hilarious "How to Murder Your Wife," in Technicolor, opening ..... at the ..... Theatre.

It's a great chance for Virna and great things are expected from this fortunate casting, which also includes Claire Trevor, Eddie Mayehoff and Terry-Thomas.

For Lemmon stands today, the unchallenged and most beloved comedy-romance box office champ of the world. Thrice nominated in four years for a Best Actor Academy Award, for "Some Like It Hot," "The Apartment" and "The Days of Wine and Roses," he is equally proficient in comedy and dramatic portrayals.

Son of a well-known amateur performer in Boston, Jack made his debut at four with his father in "Gold in Them Thar Hills." It proved his undoing. He decided there and then to become an actor.

Lemmon was educated at New England's best schools, including Harvard University, and was identified with dramatics at all. He was president of Harvard's dramatic society, the Hasty Pudding Club.

Jack "made" Hollywood, in a comedy role opposite Judy Holliday in "It Could Happen to You," and he was an instant success. He played for a while but his appearance in "Mr. Roberts" won him an Academy Award and international fame. He continued to play comedy and it was this medium which lifted him to his present eminence.

Following completion of Columbia's "The Notorious Landlady" opposite Kim Novak in late 1961, Jack flew to London to star in Sam Spiegel's "The Dangerous Silence". When this project was delayed, Jack returned to the U. S. to co-star with Lee Remick in the Martin Manlius production of "Days of Wine and Roses" at Warner's.

When the final scene of his most dramatic role in films was completed, Lemmon flew to Paris for exterior filming of Billy Wilder's "Irma La Douce" opposite Shirley MacLaine.

Following that he filmed "Under the Yum Yum Tree" and "Good Neighbor Sam".

Lemmon and actress Felicia Farr were married in Paris on August 17, 1962. They live in a Normandy style home on a two-acre wooded hillside in Beverly Hills.

Return Engagement

Claire Trevor, famed screen dramatic actress of yesteryear, returns to the screen as a comedienne in "How to Murder Your Wife," a George Axelrod original directed by Richard Quine and co-starring Jack Lemmon, Virna Lisi, Eddie Mayehoff, Terry-Thomas and Miss Trevor, opening ..... at the ..... Theatre in Technicolor and under United Artists release.

TERRY-THOMAS TOO FUNNY FOR MEAT BUSINESS

When Thomas Terry Hoar Stevens was a meat salesman for a cold storage company in England he came to work one day in a green porkpie hat, a silver-tipped Malacca walking stick and a long ivory cigarette holder.

And that, in the main, is why he is an actor today—a famous one called Terry-Thomas. You see, the cold storage people didn't like it.

The odd get-up that led to his downfall as a meat salesman was what the famed comedian, one of the big hits of Stanley Kramer's recent "It's a Mad, Mad, Mad, Mad World" called "a compulsion to act in a funny manner." It made an actor of him. In fact, one of England's leading funny men, and he'll be on view again in the hilarious "How to Murder Your Wife," United Artists release in Technicolor, opening ..... at the ..... Theatre.

Terry-Thomas is co-starred in the George Axelrod original with Jack Lemmon, Italy's famed Virna Lisi, Claire Trevor and Eddie Mayehoff.

Terry-Thomas came to the entertainment world after leaving the cold storage business, via the vaudeville route. From this he went to playing bits in movies and then the radio. After the war, in which he served with the Royal Corps of Signals, he got into pictures and made good immediately as a very funny man. But it wasn't until 1956 that he was first seen in America, and then in "Private Progress," that he became world famous.

Still MI-7 *Mat 1A*

Terry-Thomas shares stellar honors with Jack Lemmon, Virna Lisi, Claire Trevor and Eddie Mayehoff in "How to Murder Your Wife," hilarious comedy in Technicolor opening ..... at the ..... Theatre. A George Axelrod original, the United Artists release was directed by Richard Quine.

Still MI-47 *Mat 2C*

Terry-Thomas as Jack Lemmon's "gentleman's gentleman," Virna Lisi as Jack's wife and a scene-stealer in George Axelrod's original comedy "How to Murder Your Wife," Technicolor United Artists release opening ..... at the ..... Theatre.

Exploitation Campaign

Start Campaign With Star Rave Display

Plus Teaser Accessories In Theatre Lobby!

USE TEASER 30 x 40 and 40 x 60 Display Pieces in Lobby Well In Advance of Your Playdate!

(See back page for illustration and price)

40 x 60 Magazine Montage

The nation's magazines went all out in acclaiming the appearance of Italian star Virna Lisi on the American motion picture scene.

"Show," the magazine of the arts, hailed her with a cover photo in color captioned "Elegant Sex Goddess with Jack Lemmon in 'How to Murder Your Wife'" and went into further detail in five full illustrated pages.

"Life" thundered "Italian Dazzler Takes Hollywood" and went into another five pages of detailed elaboration and illustration.

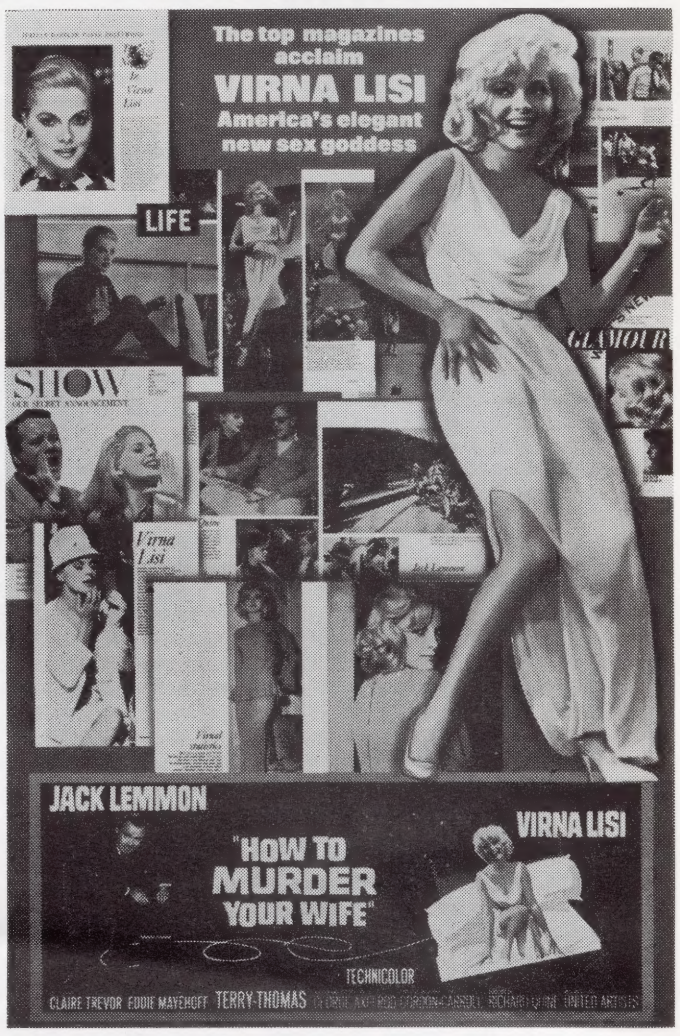
"Glamour" nominated Virna for top stardom, and raved about her "understated sex appeal" in three full pages.

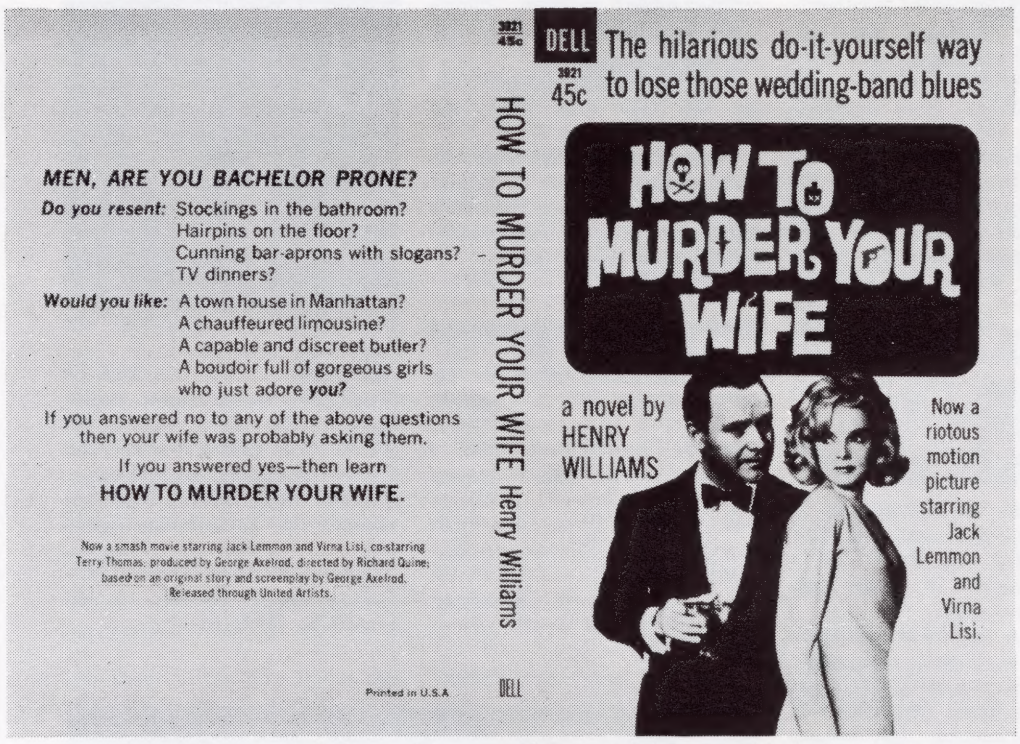
There were more, and millions upon millions read — and saw them! We haven't the room to cite them all here!

Remind these millions of these articles — and let additional millions know about Virna, via a 40 x 60 lobby board which is available as an 8 x 10 still suitable for enlargement. It might be hand-tinted locally for further sock!

Do this *now* and get it into your lobby as soon as you can! It will pay off!

Order Still MI-Ex 1 From National Screen.





Front and Back Covers of Special Movie Edition

Dell Issues 'How To Murder Wife' In Special Motion Picture Edition

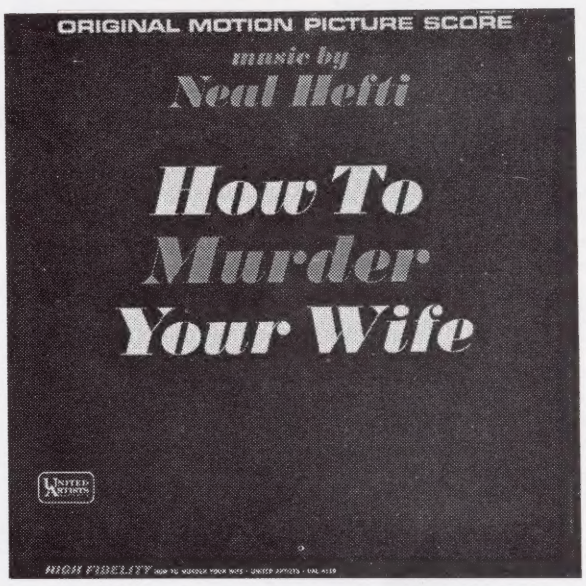
Quick to recognize a winner when it sees one, Dell Publishing has rushed into print a paperback edition of "How to Murder Your Wife." It is a novelization of the film script.

The story is a hilarious one by Henry Williams, based on George Axelrod's screenplay and Dell expects big things from it. They have backed it up with window streamers and rack cards plus notices to their dealers to cooperate with exhibitors on promotion for both book and movie.

Use copies of the book for prizes in contests and as special giveaways. Don't forget to adapt 1-col. ad mat as a book-mark to be distributed at book shops, stationery stores, public and circulating libraries.

Make it do big things for you too, by getting to all the paperback outlets early and arranging for co-operations which should include windows and stall signs.

Jazzman Hefti's Score Keys Music Promotion



The BIG news about the music from "How to Murder Your Wife" is that it's by Neal Hefti. If you are one of the nation's millions of ardent jazz enthusiasts no more need be said; he is considered one of the jazz greats and he has literally millions of followers. See story on Page 9.

First of all, there's a Sound Track Album on United Artists Records label. In addition, there are three singles, also on the UA label. One features Hefti, another stars Al Caiola and his orchestra, the other headlines Mike Clifford.

In fact there are 10 LP albums of his pop jazz in current distribution today and the news that he is the man who wrote the music for this pic is carried in the advertising for this picture. Follow through by lining up window displays at the stores and playing time with radio and TV disc jockies.

Included in the Publicity Section of this Pressbook is a story about Hefti which can be used to kick off this promotion. Get it into the papers and have reprints struck off for mailing by the local disc dealers. With plenty of picture sell, of course.

Regular Trailer

The regular trailer on "How to Murder Your Wife" is so good that it plays like an attraction in itself!

And what makes it great is the narration—high comedy by *Jack Lemmon himself!* Delivered in the Jack Lemmon manner!

Put this one to work as soon as you can—to amuse your current audiences and to whet their appetites for the great comedy you have in store for them!

Available now from
National Screen Service

Title A Natural For Merchants Tieups!

Title gives you an excellent opportunity for an unusual co-operation with a department store, electrical goods outlet or any other business dealing in household labor-saving devices!

It works this way:

Banner across a full-page ad or newspaper-size flyer — or across a giant window display — can read "HOW TO MURDER YOUR WIFE!"

Copy continues:

MAKE HER DO THE WASHING AND IRONING BY HAND instead of giving her a new Nemo wash-dry-iron combination!

MAKE HER COOK AND BAKE OVER A HOT, DANGEROUS STOVE instead of the new Vulcan electric range-oven!

MAKE HER USE A BROOM AND MOP instead of one of the new Wizard Hi-Speed dirt-grabbing Proover Vacuums!

MAKE HER WASH THE DISHES, without a Dreamo Dishwasher!

MAKE HER SHOP EVERY DAY instead of providing her with a 15 sq. ft. Freezer, her own home supermarket!

MAKE HER SWEAT IT OUT IN SUMMER, FREEZE IN WINTER instead of enjoying life with the new Acme Home Heater-Air Conditioning combination! You may be able to get rid of the kids this way, too!

And don't forget — the same thought can be applied to lawn-mowers (power), snow-throwers, hedge clippers, hand electric tillers, and all the rest of the gardening gadgets now on the market which take the backache out of this chore.

ART STILLS

Use these art elements, which are available as 8 x 10 black and white photos, for making special displays, ads, programs, and in the various promotions suggested in this pressbook.

Order by number from National Screen.

MI-ART 1

MI-ART 2

MI-ART 3

MI-ART 4

MI-ART 5

MI-ART 6

RADIO/TV MATERIAL

We have prepared a wide selection of strong on-the-air sell. There are Teaser TV and Radio Spots and there are the Regular TV and Radio Spots. They run in various lengths from 10 seconds up to a full minute. They are all fast and funny; hitting different audiences from different angles. Be sure to run these and listen to them before scheduling them. For you will find that some are best for your afternoon audiences; some for early evening and some for late evening. There's something here for everyone, and you're the best judge of whom to aim it at and when.

FREE TV Spots: A number of takes in varying lengths from a few seconds to a full minute with tail room for the inclusion of local playdate information and the voice you use may be your own!

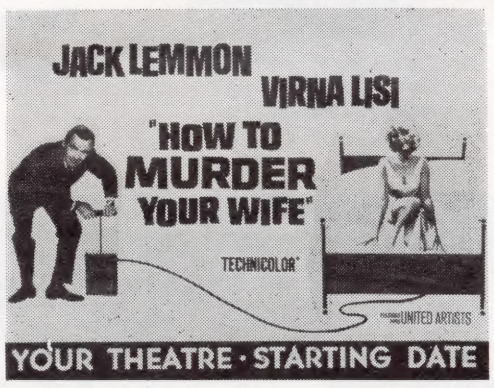
FREE Radio Spots: These spots offer a wide selection of approaches to various segments of your listening audience. There are those bands which are keyed to the women, others appeal to your action fans, and still others that are aimed at the modern, sophisticated male, and all done with a keen sense of the hilarious.

FREE Dick Strout Interviews: A radio platter containing open-end interviews with Jack Lemmon, Virna Lisi, Claire Trevor and Terry-Thomas by famous radio interviewer Dick Strout, is available to you—free!

You can use all or any of these interviews, and there's plenty of room for the insertion of local credits on each! This item has proved enormously successful throughout the country and we highly recommend its use. Remember, too, that Dick Strout is heard on more than 800 stations across the country!

For any of the above material, write to: **EXPLOITATION DEPARTMENT**
United Artists Corp.
729 Seventh Avenue • New York City

TELOP AND SLIDE



PRICES

$5.00 without theatre imprint

$7.50 with theatre imprint

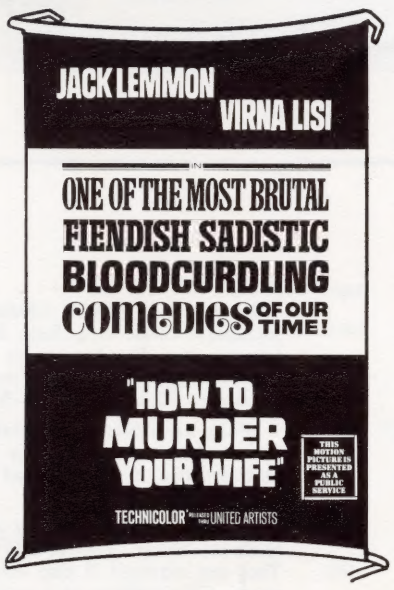
$2.00 for each additional slide or Telop

Announcement illustrated is available as either glass slide or Telop print. Check with TV station for form preferred before ordering.

Theatre copy to be put on locally can only be done on the Telop print. Call letters included at no extra charge.

Order from: QQ Title Card Co.
247 West 46th Street, New York City 10036

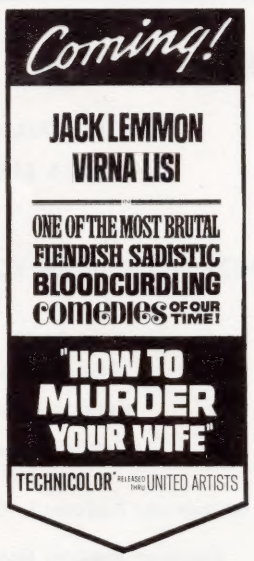
SATIN ACCESSORIES



9 x 12 Flag
Single Faced, $60.00
Double Faced, $110.00

De Luxe Sectional Valance
Any length (minimum order 10 feet)
Running foot $1.65

3-Piece Streamer
15 feet, strung together, in color
Complete Streamer $16.50

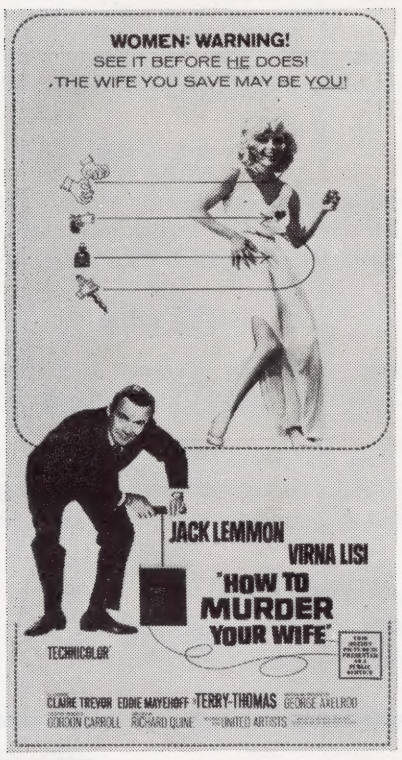


Usher's Badge
Each 40¢

ORDER all this material from your local NATIONAL SCREEN SERVICE EXCHANGE. All items are manufactured by NATIONAL FLAG & DISPLAY CO., 43 W. 21st St., New York. In Canada, place orders with CONSOLIDATED THEATRE SERVICES, 120 Wellington St., W. Toronto.

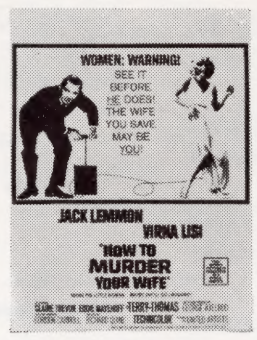
PRINTED IN U.S.A.

Posters and Accessories

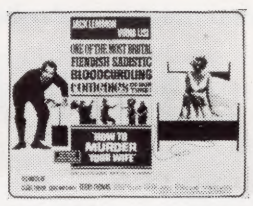


3 SHEET

1 SHEET "A"



WINDOW CARD



22 x 28
LOBBY CARD

SOON WE WILL SHOW "HOW TO MURDER YOUR WIFE"!

30 x 40
(Also available as 40 x 60)

ORDER THESE TEASERS NOW!

A special set of 30 x 40 and 40 x 60 display accessories are available to round out your teaser campaign. Get them and use them weeks in advance of your playdate. Remember, these are teasers, and SHOULD NOT BE USED IN PLACE OF the regular accessories in those sizes.

Special Price

$2.50 (outright sale)

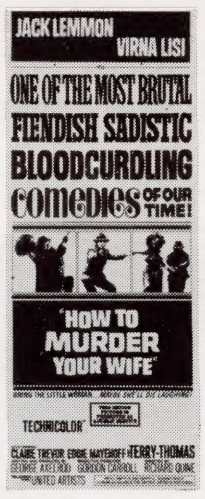
From National Screen

Also Available:
Set of Eight
11 x 14
Lobby Cards

Order All Accessories From National Screen Exchange

6 SHEET

24 SHEET



14 x 36
INSERT CARD

1 SHEET "B"

Official Billing

*JACK LEMMON	100%
VIRNA LISI	100%
in	
"HOW TO MURDER YOUR WIFE"	100%
Co-starring	
Claire Trevor	50%
Eddie Mayehoff	50%
And **Terry-Thomas	75%
Written and Produced by George Axelrod	50%
Executive Producer Gordon Carroll	50%
Directed by Richard Quine	50%
TECHNICOLOR (R)	50%
Released thru United Artists	50%

*Same size, height, width, boldness, prominence and color of title. If title is used more than once then the largest type and color thereof shall be applied, except for special art work titles.

Artist's name must appear on a line by himself, and no other artist's name may appear on same line, except the name of Virna Lisi, or be of greater prominence in size, special placing, art work or other device. If likeness of any other artist, including size of face, is used, then Lemmon's likeness must be used, and no other likeness may be larger or above Lemmon's likeness.

Credits do not apply to ads under four (4) column inches.

**Name of artist must be preceded by the word "And".

The Story

(Not for Publication)

Stanley Ford (JACK LEMMON) a bachelor, is the creator of the enormously successful comic strip Bash Brannigan, a "secret agent." In order to get realism into his strip Stanley always acts out his "plots" first with live actors. Stanley's guardian against designing women (and there are many in his life) is his valet-handyman Charles (TERRY-THOMAS).

While attending a celebration in honor of a broken engagement on the part of one of his friends, Stanley comes into possession of the engagement ring. Later, as a surprise, a scantily-clad Venus emerges from a giant cake at the party. She is gorgeous!

It turns out to be quite a party and when Stanley awakens the next morning he finds the Venus (VIRNA LISI) in bed with him! And she has the ring on her finger! They are married! It also turns out that she is a stranded Italian beauty, the unsuccessful candidate in a world-wide beauty contest.

Now, how to get rid of her?

Stanley's lawyer, Harold Lampson (EDDIE MAYEHOFF) tells him divorce is impossible. Moreover, he is in favor of the marriage. So is his wife, Edna (CLAIRE TREVOR).

Now Stanley and Charles begin to work out a plot for getting rid of the new Mrs. Ford. It is about as insane a plot as has ever appeared on a screen. It involves the "rehearsal" of the crime by live talent, and it's so good that Stanley incorporates it in his Brannigan strip.

Mrs. Ford learns of it all and leaves, broken-hearted. A search is instituted for her. Some workmen, who have seen the strip and had also seen Stanley's "rehearsal" of the crime, report their suspicion to the police. There is an investigation. It looks pretty dour for Stanley.

But now Stanley discovers that he's really in love with his wife. But he has little time to contemplate this. He is charged with the murder of the missing woman and brought to trial. There follows one of the wackiest trials in courtroom history, with Judge Blackstone (SIDNEY BLACKMER) presiding.

The verdict? Well, for the purpose of maintaining suspense, it must remain "sealed" here. Suffice it to say that Stanley remains "sealed" too.

(Running Time: 108 Minutes)

The Cast

Stanley Ford	Jack Lemmon
Mrs. Ford	Virna Lisi
Charles	Terry-Thomas
Harold Lampson	Eddie Mayehoff
Edna	Claire Trevor
Judge Blackstone	Sidney Blackmer
Tobey Rawlins	Max Showalter
Dr. Bentley	Jack Albertson
District Attorney	Alan Hewitt
Harold's Secretary	Mary Wickes

•

Production Staff

Written and produced by	George Axelrod
Directed by	Richard Quine
Executive Producer	Gordon Carroll
Music	Neal Hefti
Director of Photography	Harry Stradling
Production Designer	Richard Sylbert
Film Editor	David Wages
Choreographer	Robert Sidney
Sound	Lyle Figland & Josh Westmoreland

Released through United Artists

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org